

Amendments to the Specification:

Please replace the paragraph on Page 1, lines 10-20, with the following amended paragraph:

Over the recent years, ~~it has been carried out online~~ marketing has been carried out over on the Internet, in which a notice of a prize advertisement is given, E-mails of results of lot are delivered to applicants, and campaign information is multicast to the applicants on the basis of a list of application names. It can be expected that the prize advertisement utilizing the Internet highly attracts the attention ~~attentions~~ of potential customers, however, the contents delivered to the applicants are uniformly the same and multicast by mail one-sidedly. Therefore, it is insufficient that pieces of information on favorites peculiar to the applicants are utilized so as to reflect in the marketing.

Please replace the paragraph on Page 2, line 25 -- Page 3, line 2, with the following amended paragraph:

A fifth content data processing system according to the present invention may further comprise a content data creating module for creating another ~~other~~ set of content data corresponding to the applicant information. The content data ~~contain~~ contains a piece of information for accessing the other set of content data.

Please replace the paragraphs on Page 9, line 15 -- Page 10, line 4, with the following amended paragraphs:

Note that a variety of selecting operations in the terminal device 3 are attained by the mouse clicking ~~of~~of the cursor operation, and hence, excluding a case of requiring a special explanation, this kind of operation is simply referred to as [selecting] in the following discussion. Further, a description of the communication network 4 through which the content data processing system 2 and the terminal device 3 transmit and receive various items of information, is omitted except for the case where a special explanation is needed.

When the applicant ~~enters~~enters the applicant information in predetermined columns in accordance with display contents on the application page 30 and selects a [send] button 31, the applicant information is transmitted from the terminal device 3 to the Web server 5 by an HTML document form transmission function. FIG. 3 shows one example, wherein the application page 30 contains individual data 32, owner car information 33 and favorite car information 34 as attributes of the applicant.

Please replace the paragraph on Page 11, lines 1-9, with the following amended paragraph:

FIG. 4 shows one example of car related information (acquired information) 40 acquired by the Web server 5. This item of car related information 40 contains a flag 41 for indicating a car type (SUV, RV, 4-door sedan etc.), information content (a popularity of such

and such car of such and such maker is soaring ! A purchase price is higher than some million yen.) 42, and URL (~~http://www.aaa.com/~~) (http://www.###.com/) 43. Note that the car related information 40 may be in fact defined as data arrayed in a table format.

Please replace the paragraphs on Page 12, line 24 -- Page 13, line 14, with the following amended paragraphs:

For instance, the Web server 5 embeds URL 601 for enabling the applicant to browse, into the E-mail document 50 shown in FIG. 5. FIG. 6 shows one example of an E-mail document 60 containing URL 601. URL 601 is [~~http://www.bbb.com/cgi-bin/yourpage?id=123456~~] [http://www.***.com/cgi-bin/yourpage?id=123456] contained in the E-mail document 60. In URL 601, [id+123456] is identification data 602 of the applicant.

Further, the Web server 5 (the second content data creating module 57), based on the owner car information 33 of the applicant, creates car maintenance information 701, and inserts the information 701 into the E-mail document 60. FIG. 7 shows one example of an E-mail document 70 containing the car maintenance information 701. In this E-mail document 70, the car maintenance information 701 is that [the expiration of safety check of your car comes soon. Type of car: TYO, ABC, Expiration date of car check: August in H12 (2000).

Let us estimate safety check of your car. ~~http://www.bbb.com/cgi-bin/yourpage?id=123456~~ http://www.***.com/cgi-bin/yourpage?id=123456].

Please replace the paragraph on Page 14, lines 4-7, with the following amended paragraph:

The choice used car information is ~~hype~~hyper-linked to URL [\[http://www.bbb.com/cgi-bin/usedcar?id=123456\]](http://www.bbb.com/cgi-bin/usedcar?id=123456)[\[http://www.***.com/cgi-bin/usedcar?id=123456\]](http://www.***.com/cgi-bin/usedcar?id=123456), and, when this URL is selected, the interface program (usedcarCGI) 72 of the CGI module 7 is booted.

Please replace the paragraph on Page 15, lines 5-8, with the following amended paragraph:

Further, [Estimation for safety check] is hyper-linked to URL [\[http://www.bbb.com/cgi-bin/shaken?id=123456\]](http://www.bbb.com/cgi-bin/shaken?id=123456)[\[http://www.***.com/cgi-bin/shaken?id=123456\]](http://www.***.com/cgi-bin/shaken?id=123456). When this URL is selected, the interface program (shakenCGI) 73 of the CGI module 7 is booted.

Please replace the paragraph on Page 15, line 27 -- Page 16, line 4, with the following amended paragraph:

When the applicant selects a link 111 of link shop guide contained in the safety check estimation information 110, the interface program (garageCGI) 74 of the CGI module 7, which corresponds to URL [\[http://www.bbb.com/cgi-bin/garage?id=123456\]](http://www.bbb.com/cgi-bin/garage?id=123456)[\[http://www.***.com/cgi-bin/garage?id=123456\]](http://www.***.com/cgi-bin/garage?id=123456), is booted.